

Global Concerns & Economic Challenges

NZ FSSRC Industry Futures Forum
Food Safety Risks in a Changing World

Wellington
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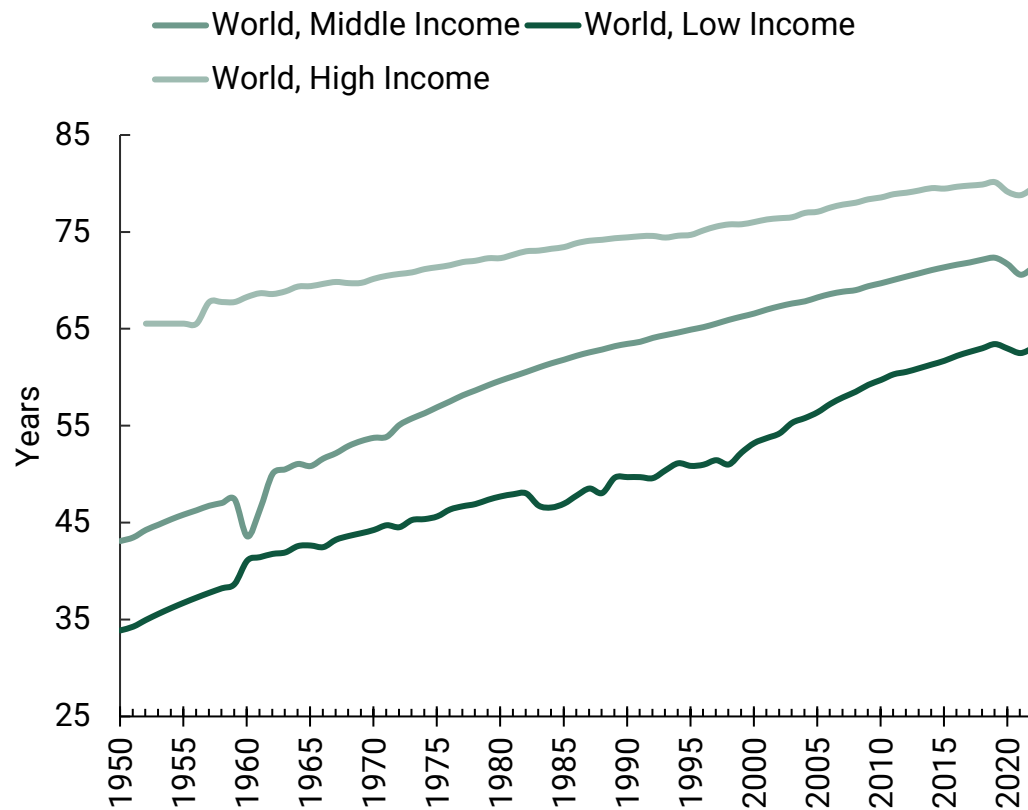
Statements please visit our website simplicity.kiwi.

Global context

Geopolitics, politics & economy

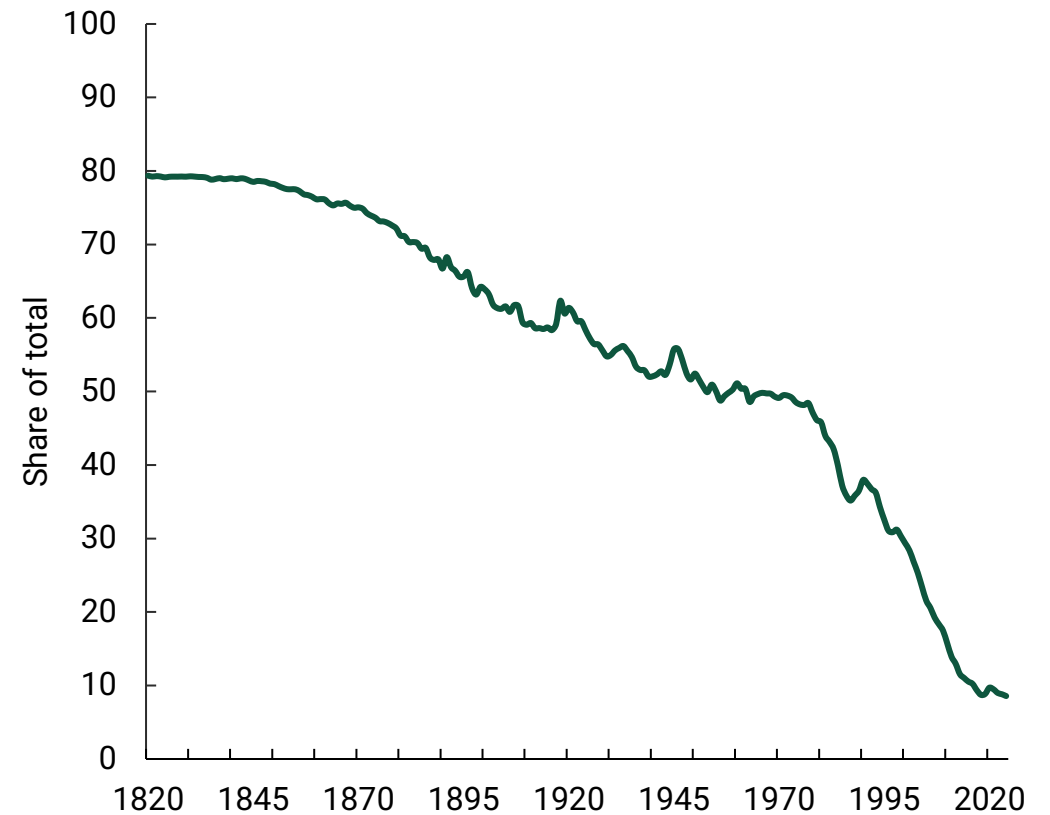
The world is getting better!

Life Expectancy at Birth



Source: World Bank, Simplicity Research Hub

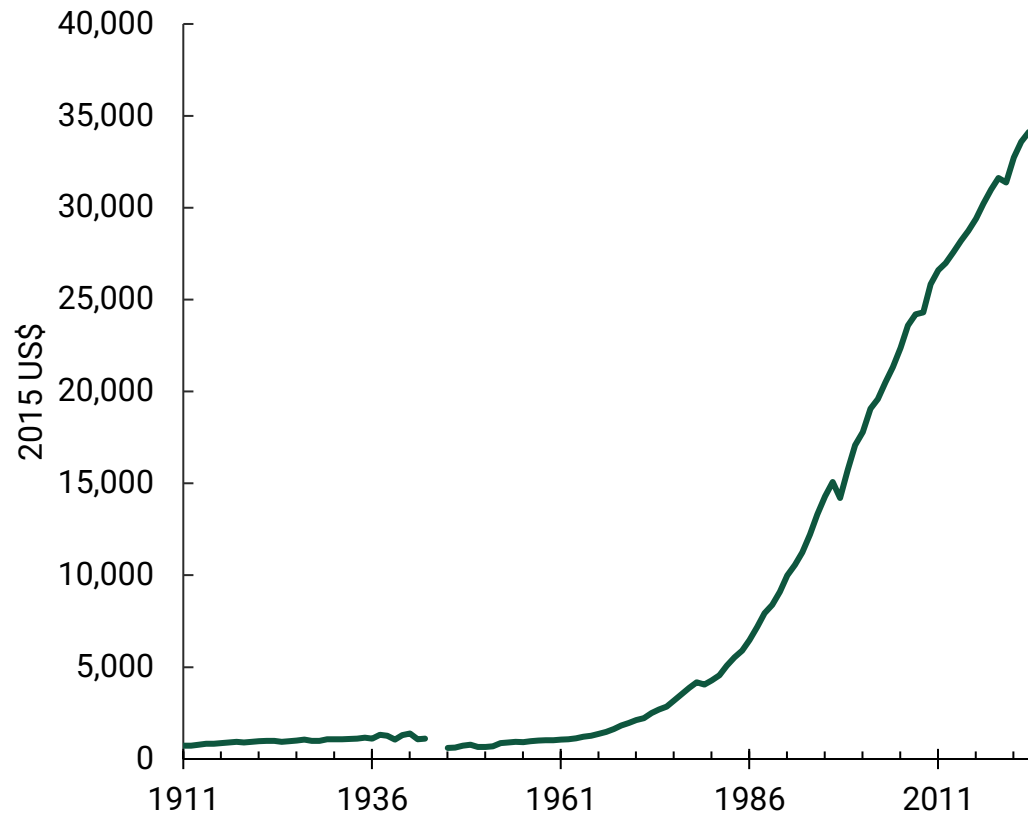
Share in Extreme Poverty



Source: World Bank, Michalis Moatsos (2021), Simplicity Research Hub

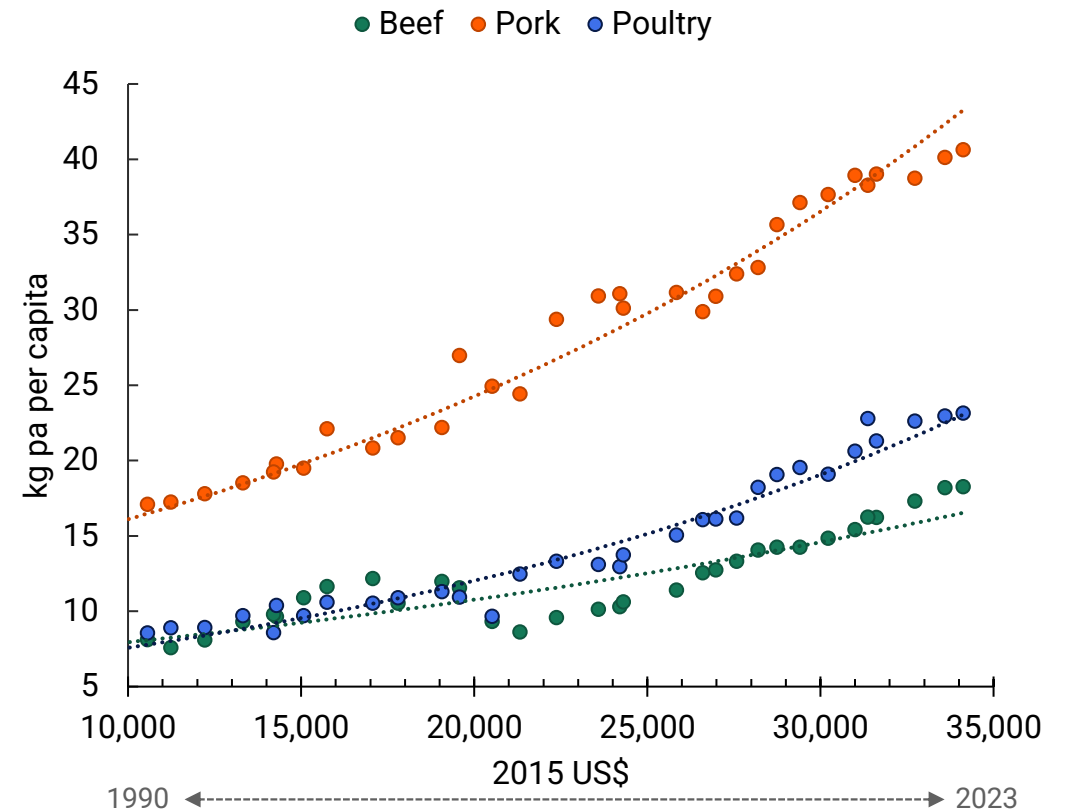
Rising prosperity & consumption

South Korea, GDP per capita



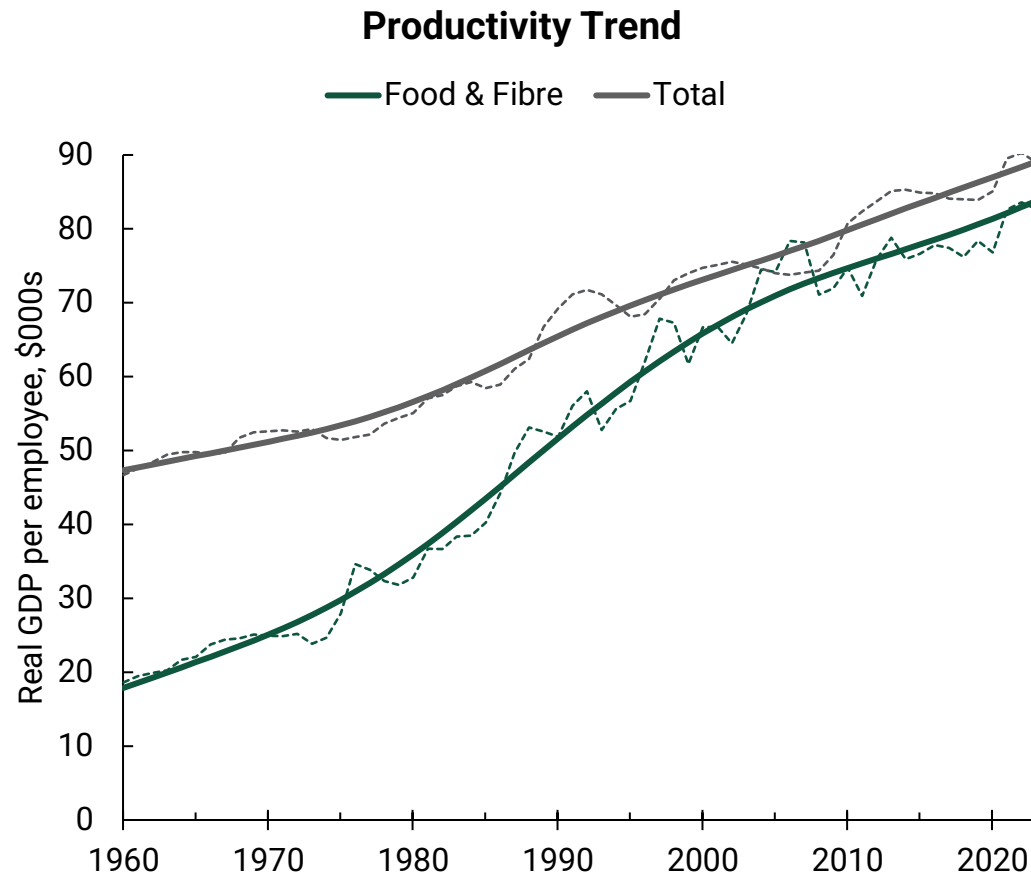
Source: Angus Madison Database, FAO, Simplicity Research Hub

Income vs meat consumption



Source: OECD-FAO, Simplicity Research Hub

Can we without getting smarter/better?



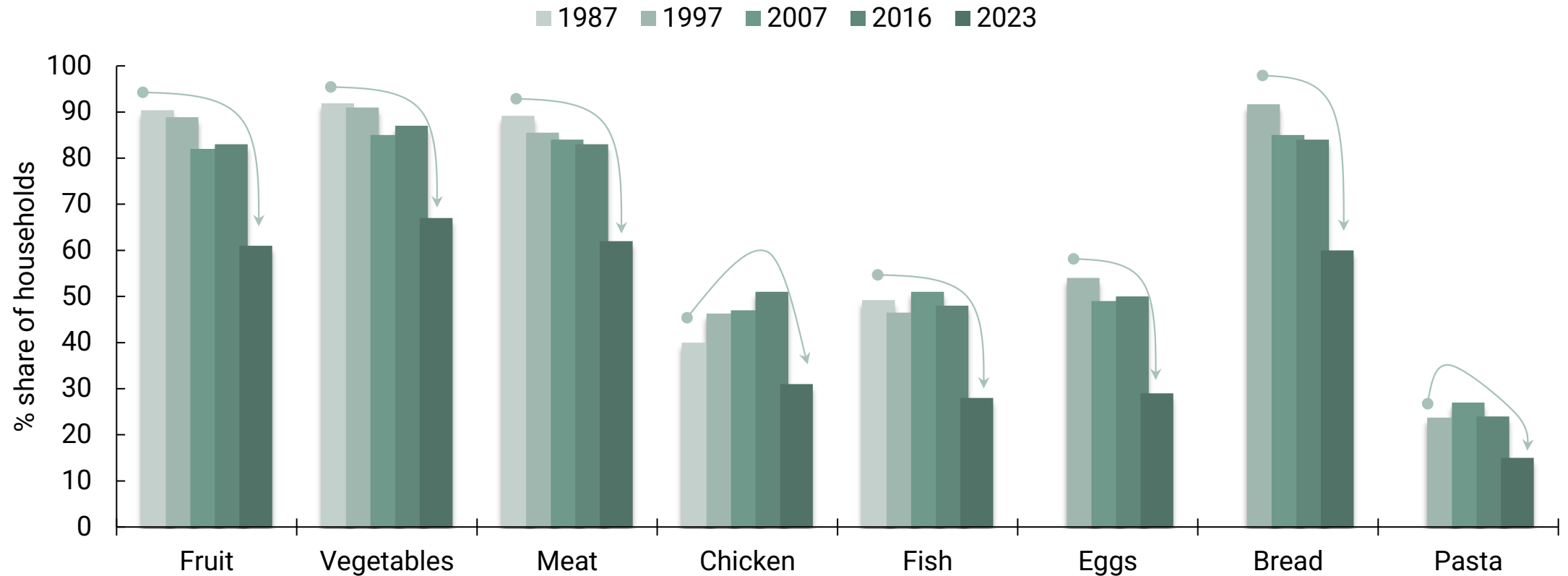
Source: Statistics NZ, S Eaqub



Source: Statistics NZ, S Eaqub

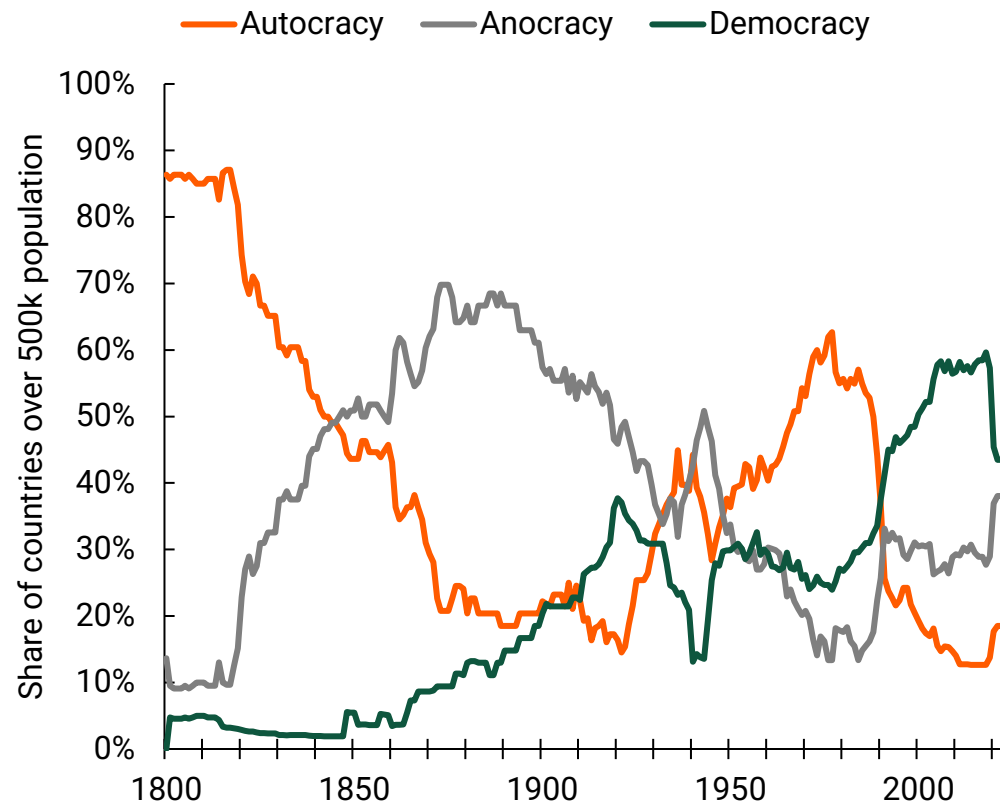
We want to feed the world, but at home?

Households reporting purchase in a given week: selected items



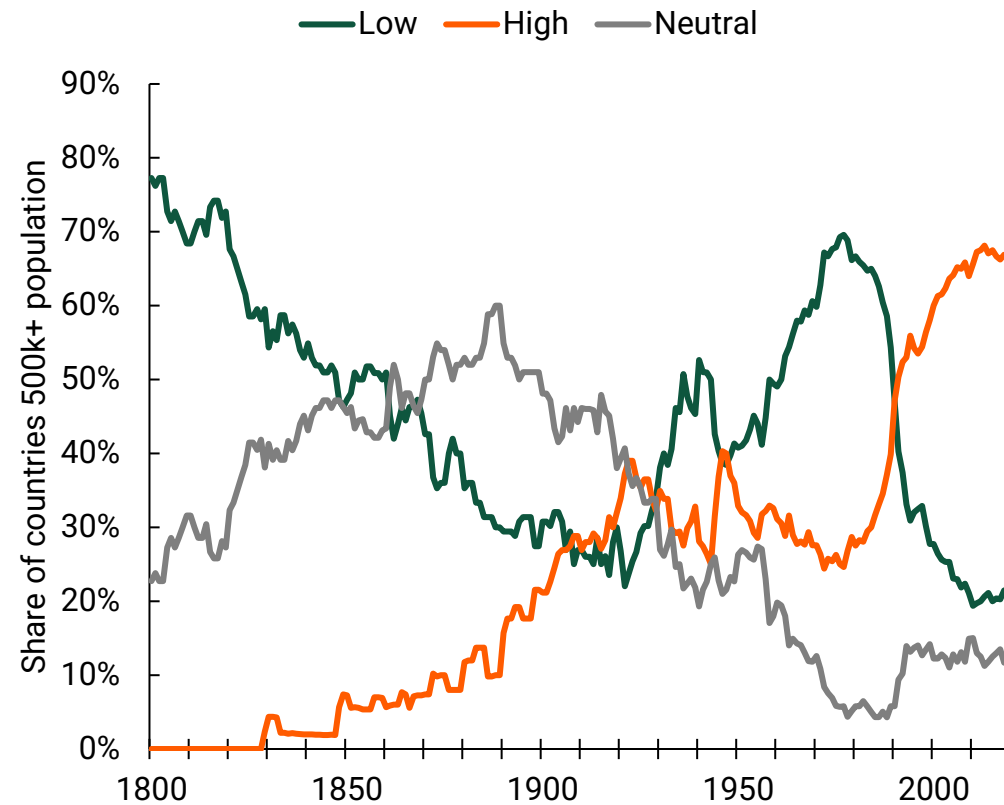
Rhythms of history

Political regimes



Source: Polity Project, Simplicity Research Hub

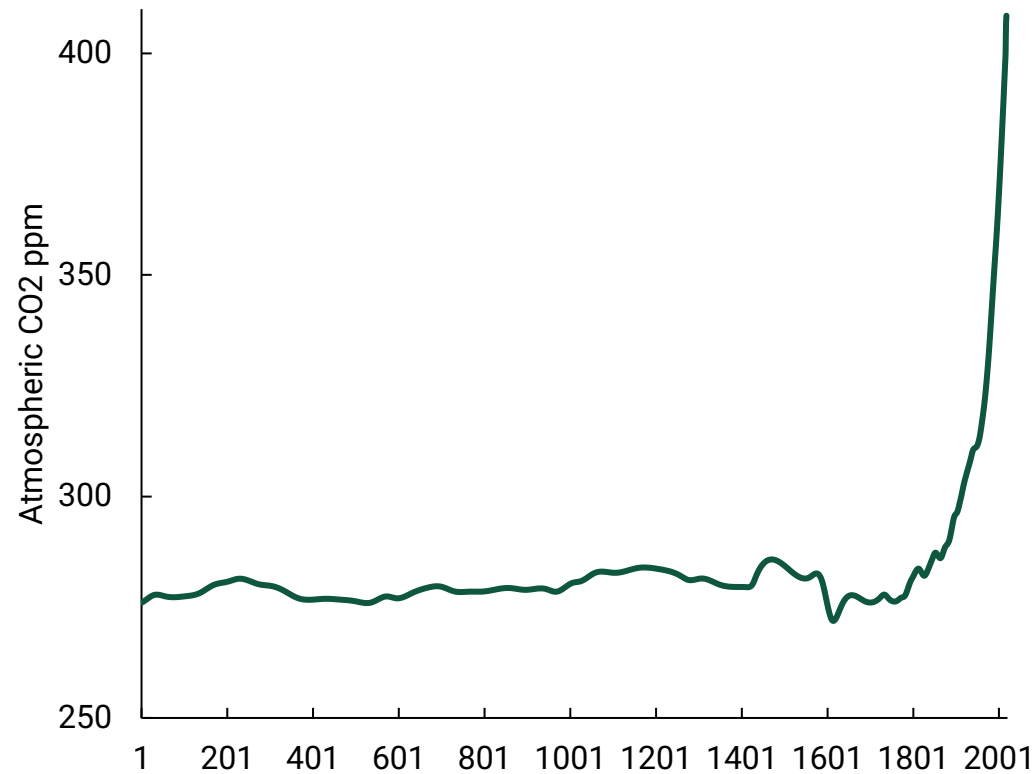
Political Polarisation



Source: Polity Project, Simplicity Research Hub

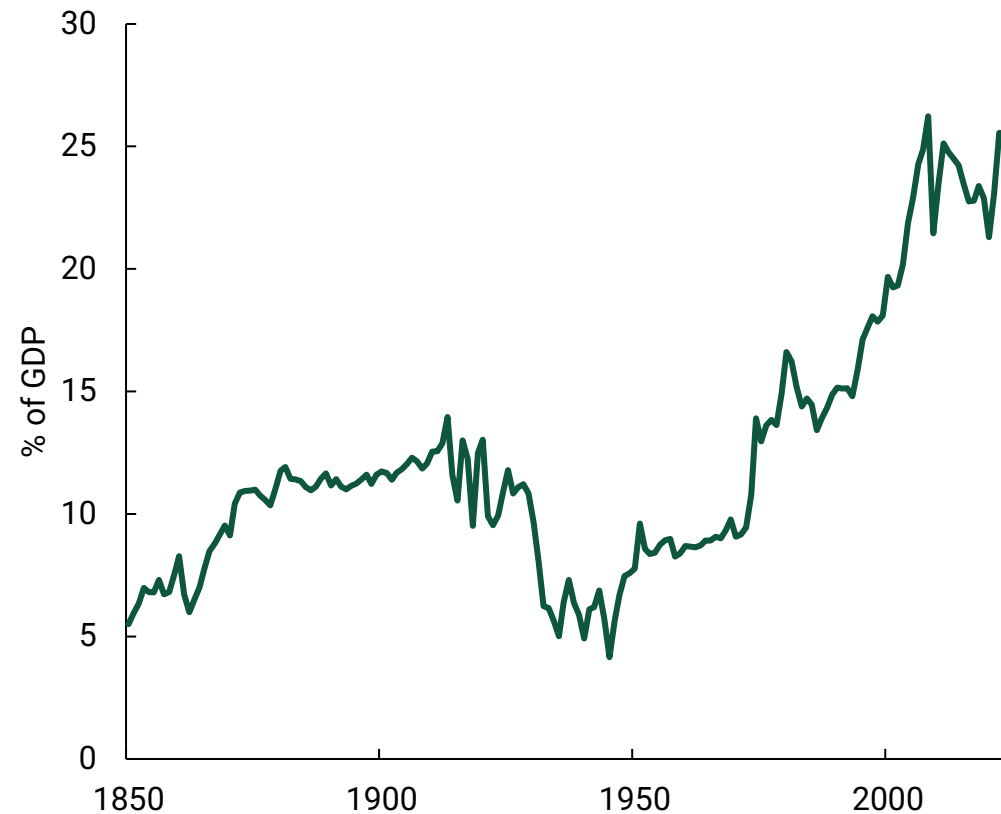
Climate change & changing globalisation

Atmospheric CO2



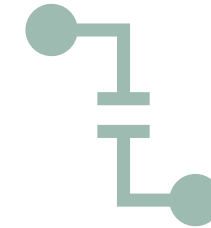
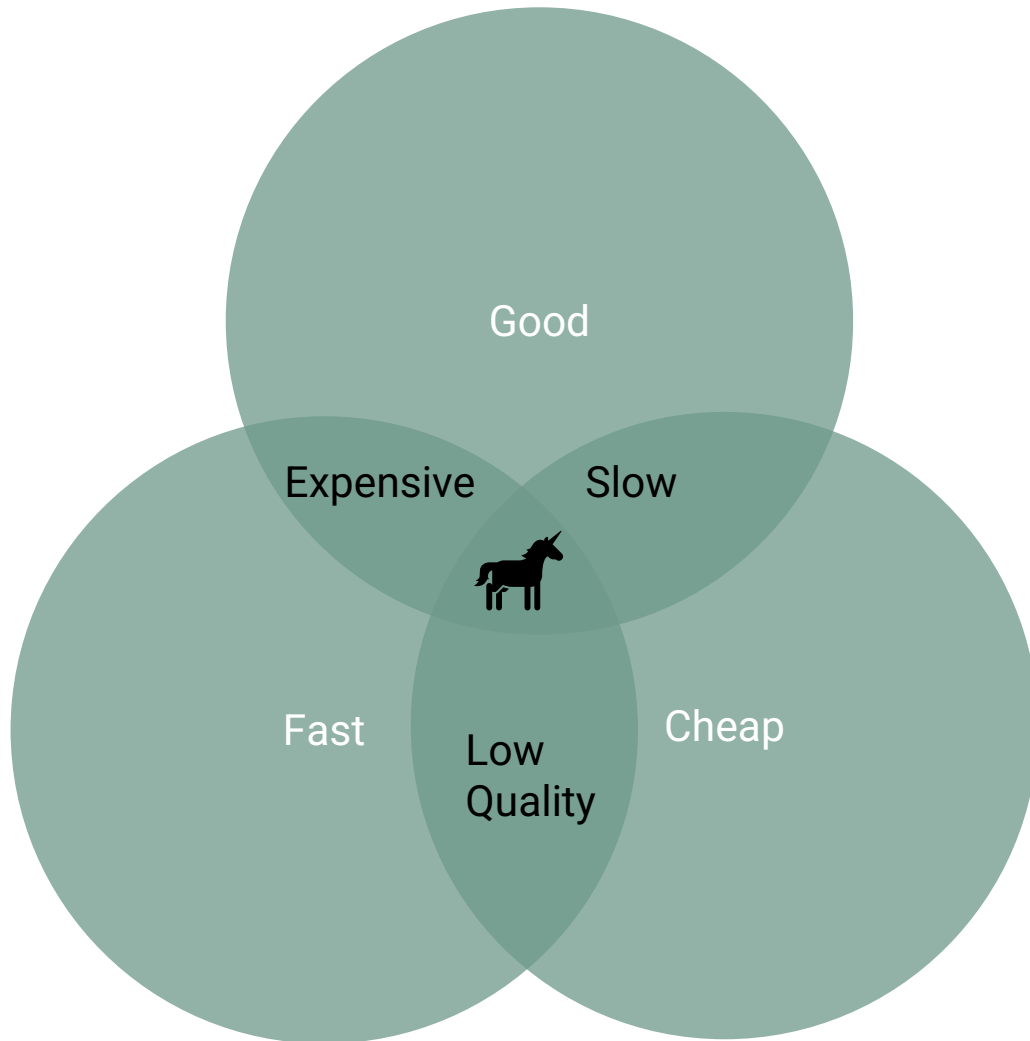
Source: Scripps CO2 Program, NOAA, Simplicity Research Hub

Global Export Share of GDP



Source: Fouquin and Hugot; CEPII 2016; IMF, World Bank, Simplicity Research Hub

Unicorns/trade-offs & consequences



Politics

Unorthodox/less durable policy
Institutions under attack
Fiscal pressures
No centre/fractured/volatile

Global connections

Changing

We are a big country...

Overlaid on Western Europe



Overlaid on UK



...and far away

2000kms around Wellington...

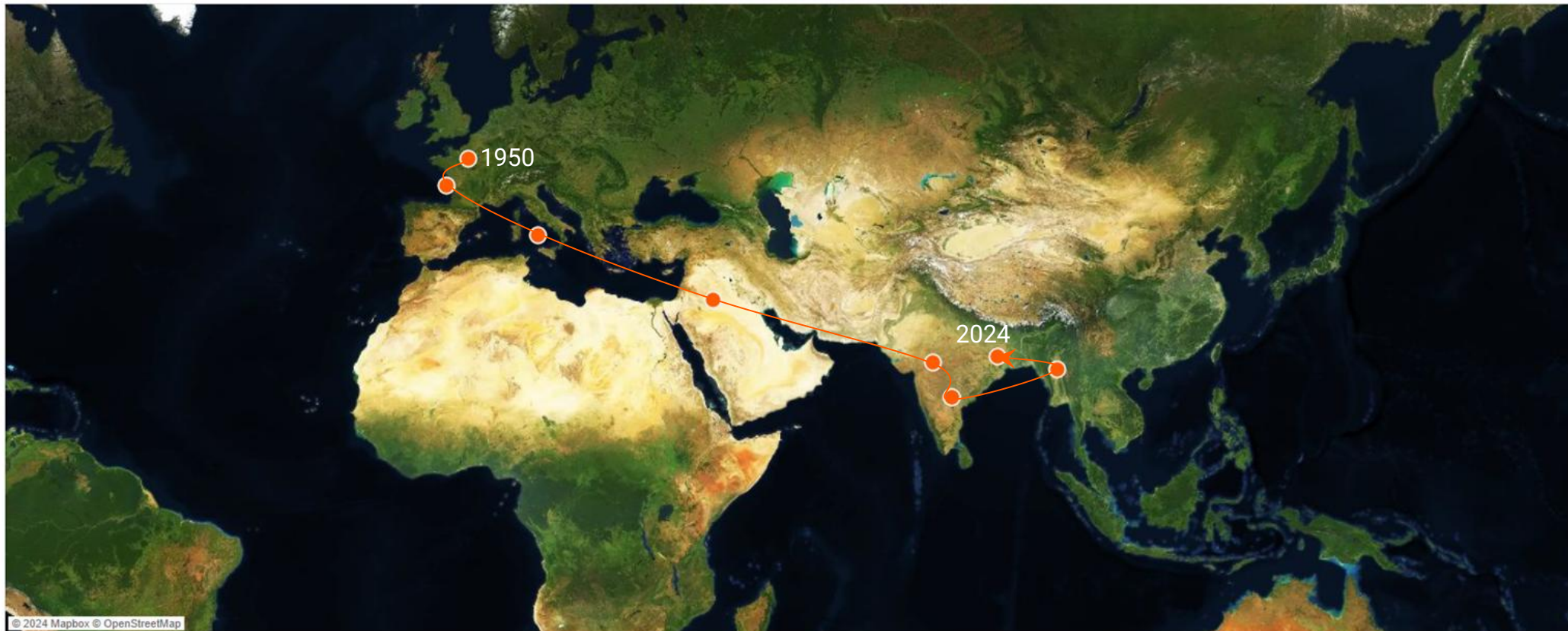


...vs Berlin



Trade centre of gravity has shifted

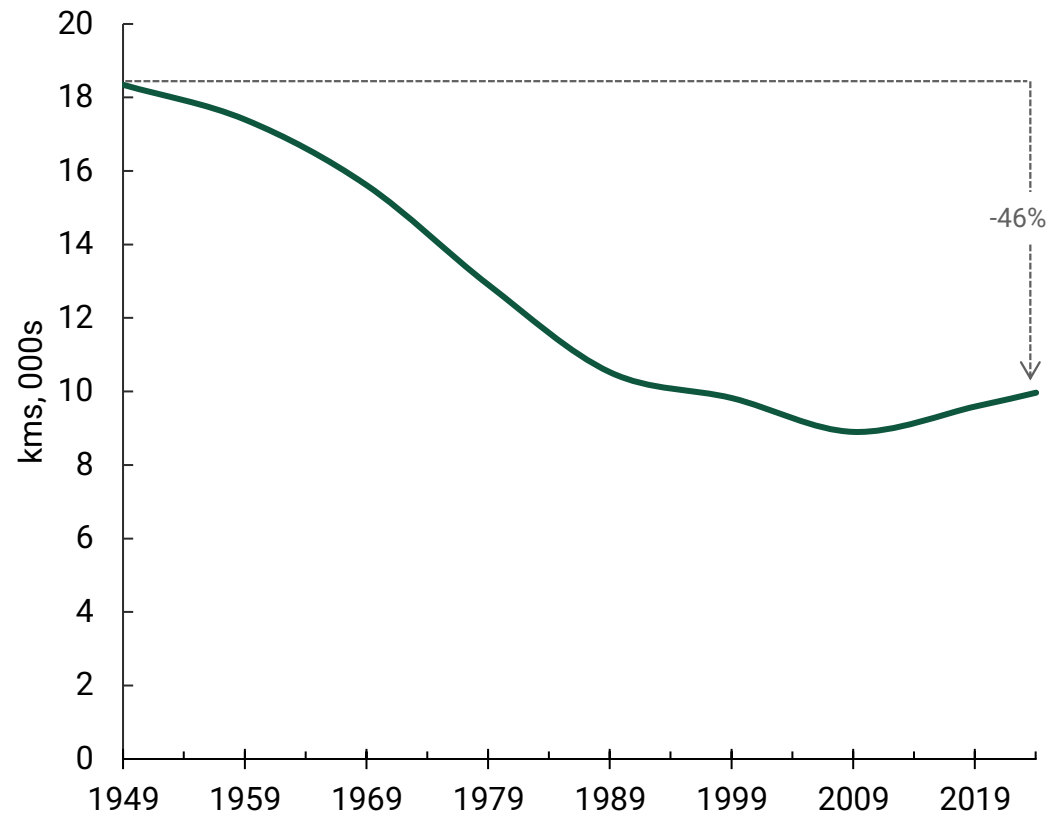
New Zealand's Export Centre of Gravity



Source: Statistics NZ, Simplicity Research Hub

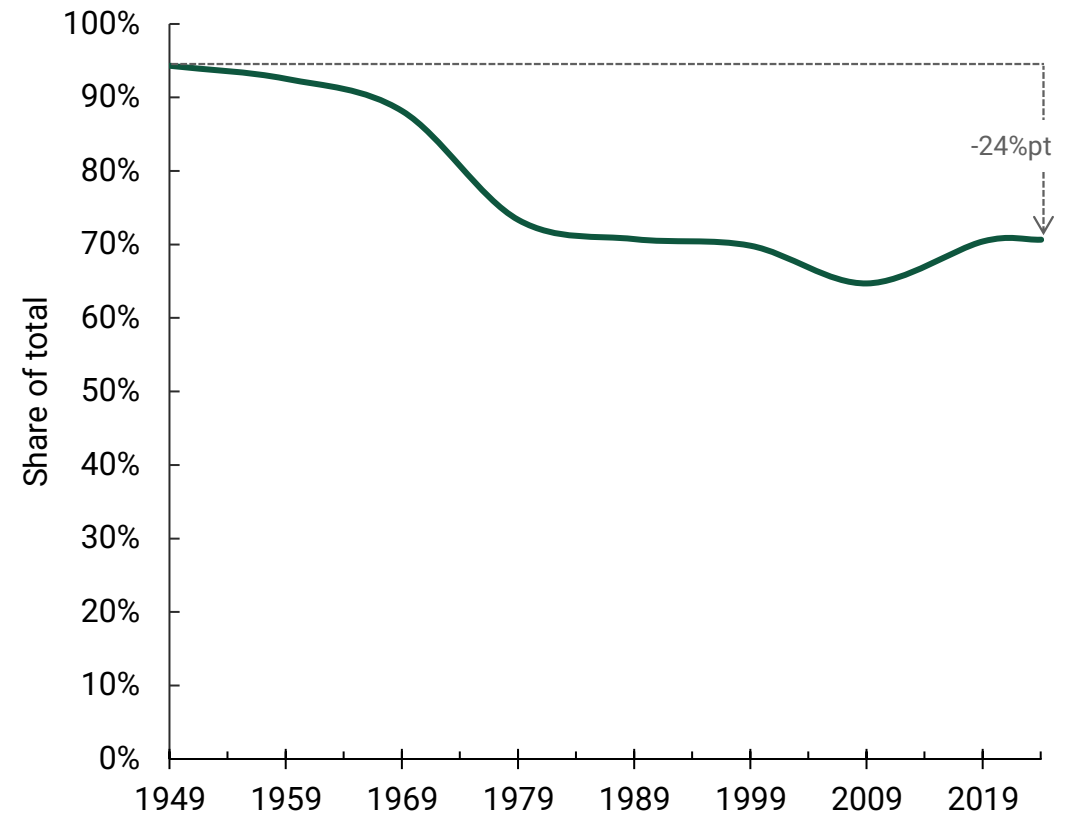
Exporting closer and more diversified

Distance to top 10 export destinations



Source: Statistics NZ, Simplicity Research Hub

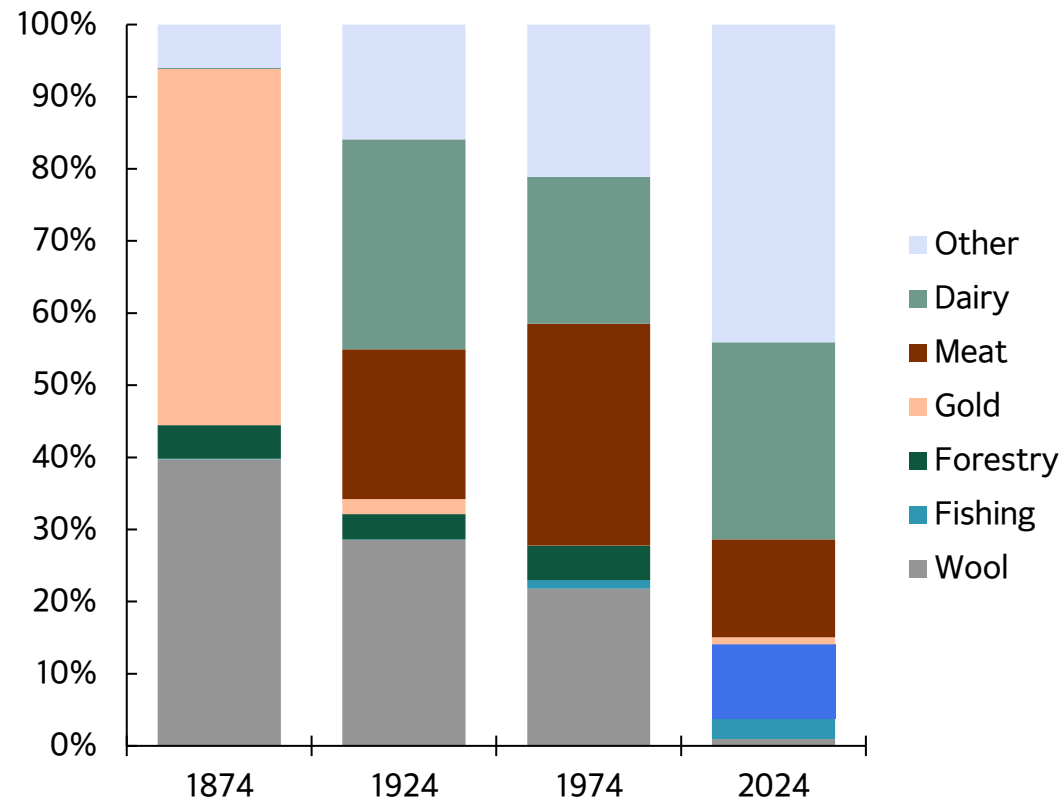
Share of exports to top 10 countries



Source: Statistics NZ, Simplicity Research Hub

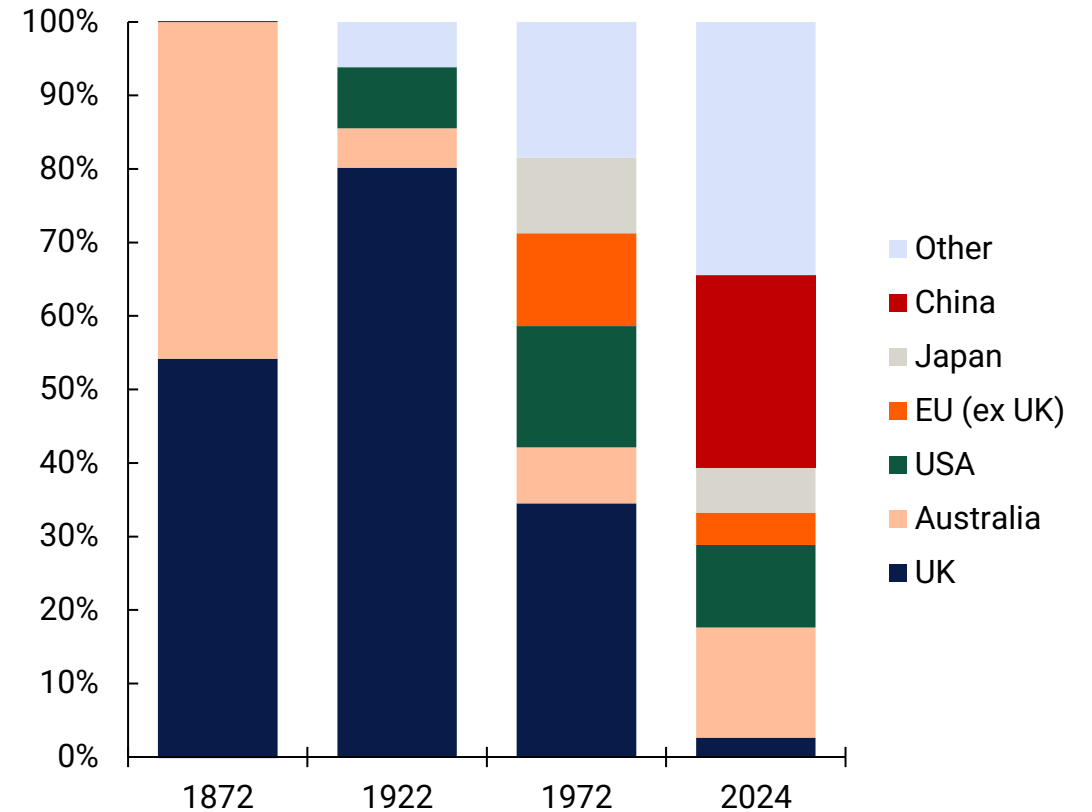
NZ is safer, but still exposed

NZ Share of Export: Selected Commodities



Source: Statistics NZ, Simplicity Research Hub

NZ Share of Exports: Selected Countries



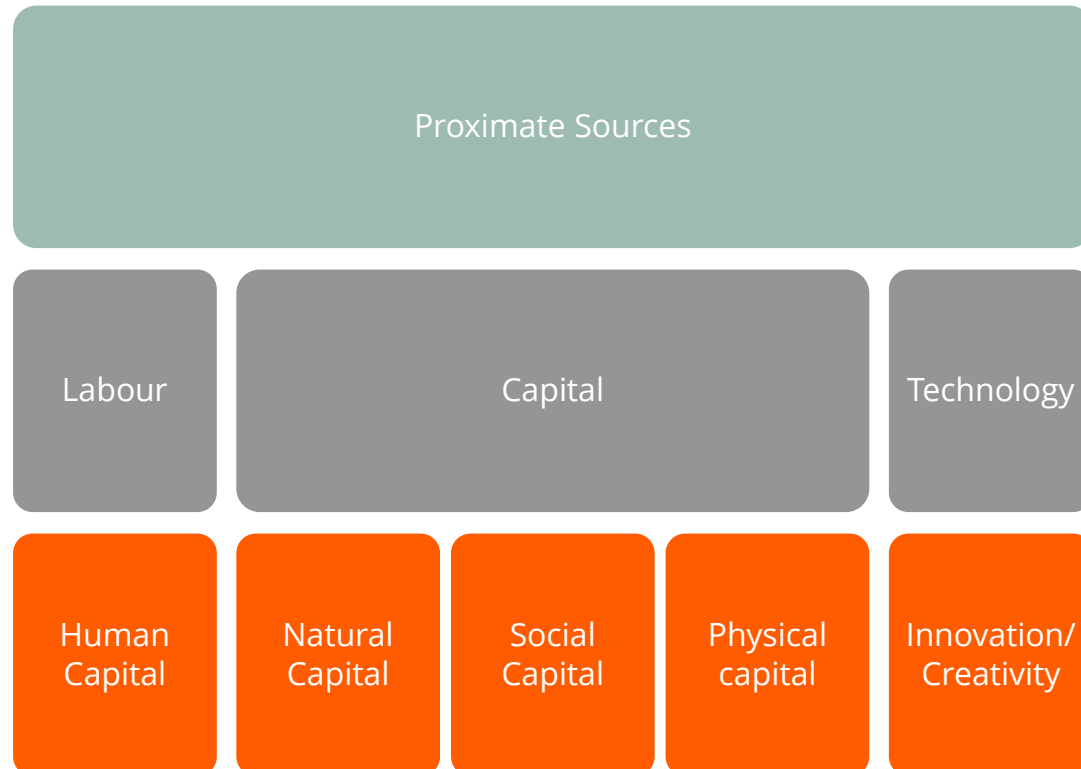
Source: Statistics NZ, Simplicity Research Hub

Role of standards & science

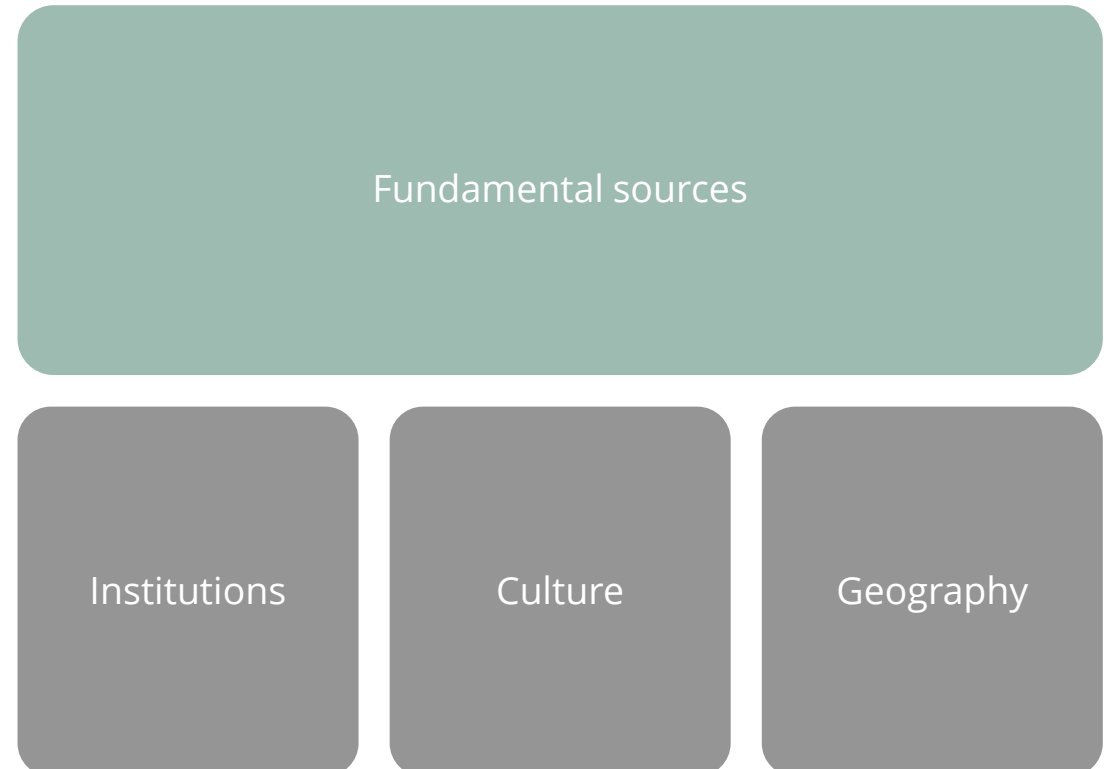
Safe harbour in the tempest

Forget state capacity at our peril

Describing the economy



Causes of economic prosperity

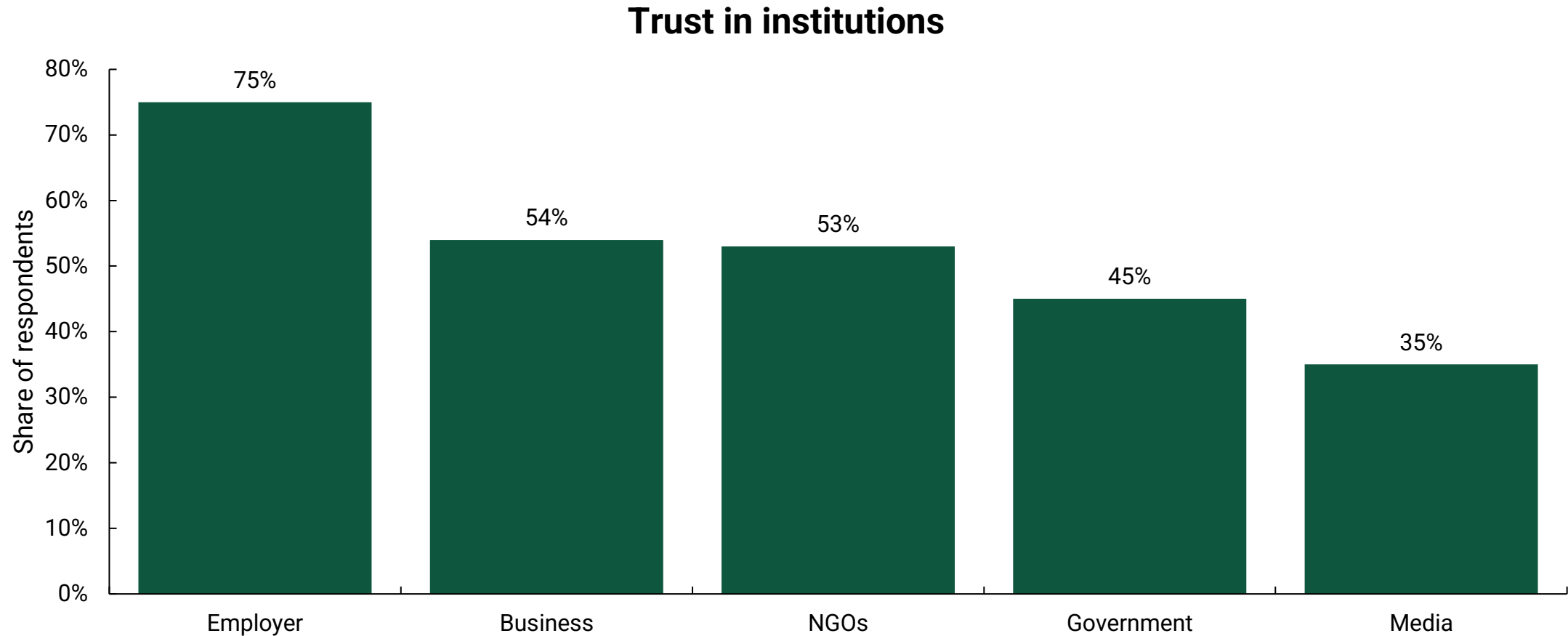


Source: Adapted from Acemoglu D (2009) *Introduction to modern economic growth*, S Eaqub

How government acts

Influence	Engage	Design	Develop	Resource	Deliver	Control
Advising	Listening	Connecting	Championing	Charging	Nudging	Devolving
Lobbying	Informing	Engaging	Agreeing	Incentivising	Educating	Providing assurance
Agenda setting	Consulting	Analysis	Partnering	Contracting	Building	Licensing
Role modelling	Convening	Forecasting	Planning	Co-funding	Providing	Regulating
Auditing	Collaborating	Modelling	Commissioning	Targeting	Reforming	Intervening
Governing	Negotiating	Testing	Interpreting	Investing	Safeguarding	Enforcing
Publishing	Running elections	Piloting	Drafting	Funding	Preventing	Sanctioning
Scrutinising	Setting standards	Evaluating	Legislating	Recovering	Protecting	Prosecuting

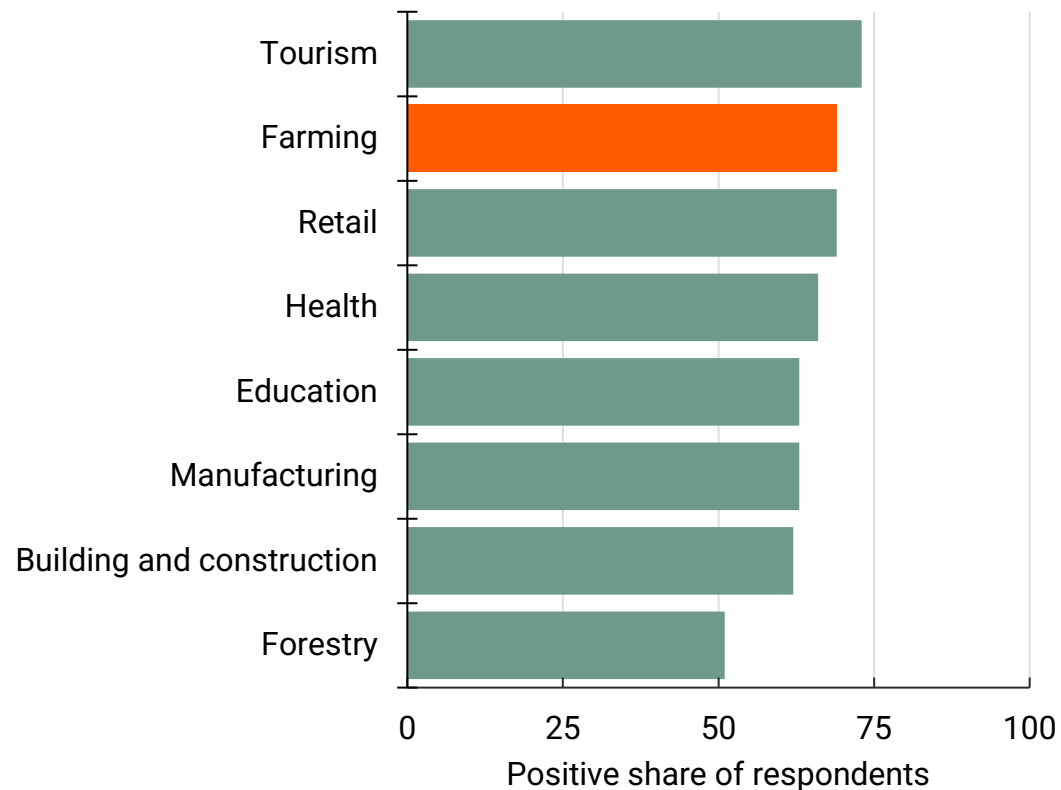
But trust & cohesion in decline



Source: Acumen Edelman Trust Barometer 2025

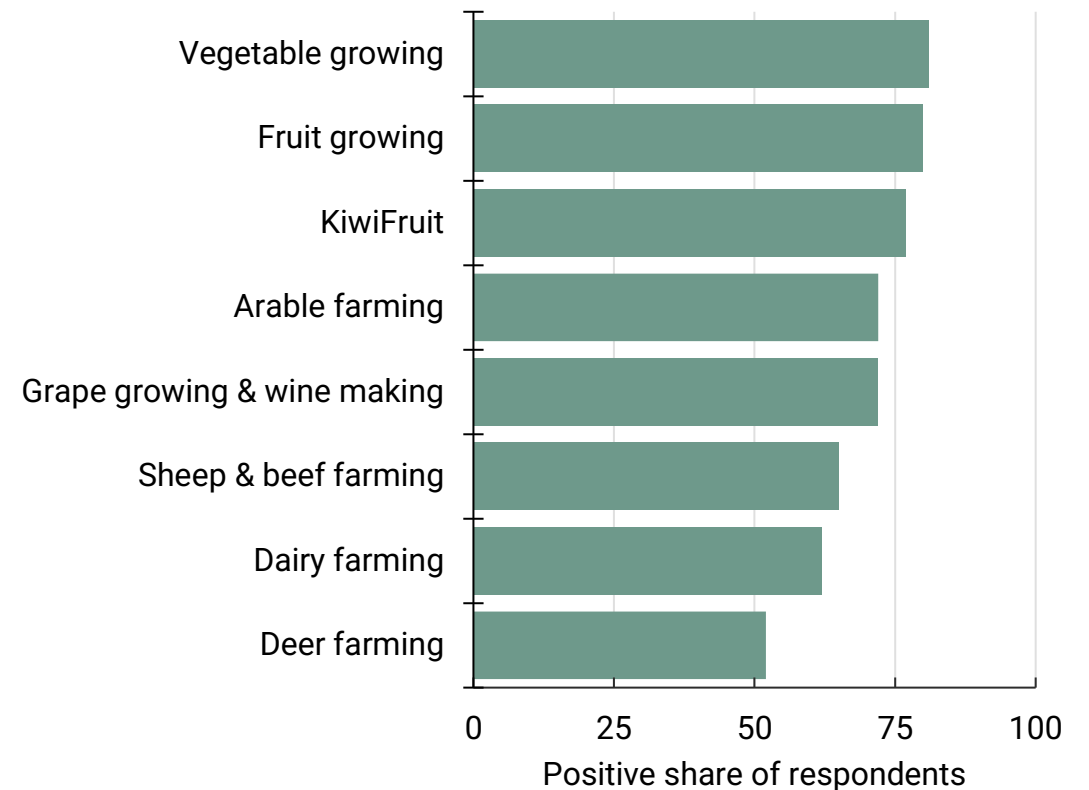
Social license: myths vs reality

Public Opinion of Sectors (2024)



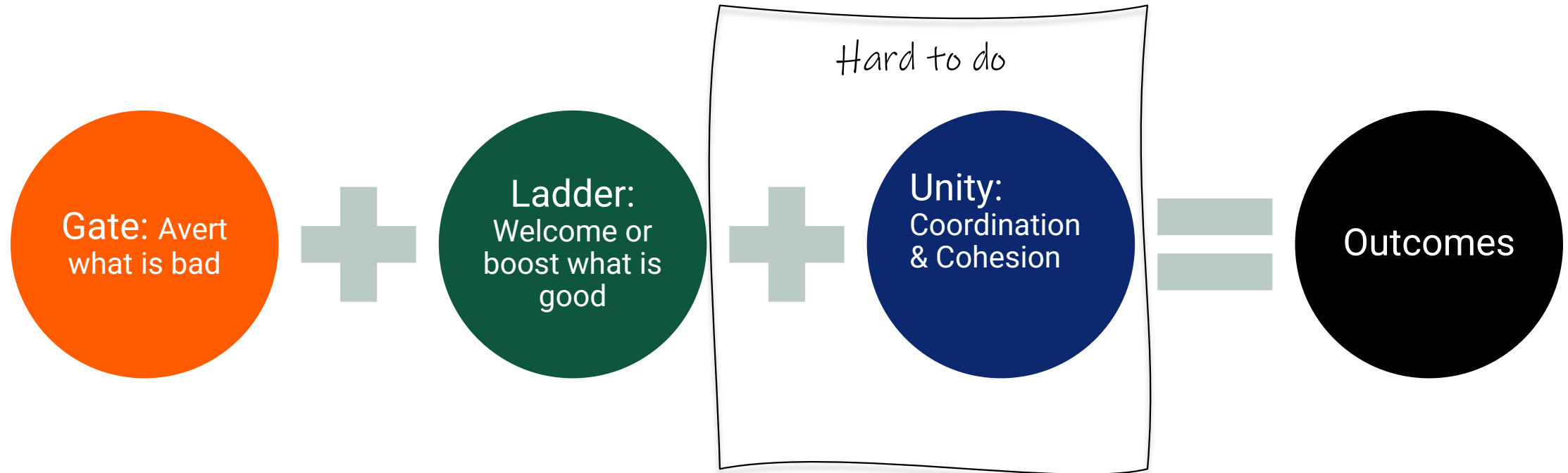
Source: Primary Purpose, NZCBIA, Simplicity Research Hub

Public Opinion of Farming Sub-sectors (2024)



Source: Primary Purpose, Simplicity Research Hub

Theory of change



Performance based standards

What

Standards: voluntary, localised to international

Key considerations: Costs; Complexity; & Social license

Why

International trade: facilitate expansion & enhance access

Innovation: can support & hinder by standardizing.

Competition: can support & hinder

Network effects: improves through larger user base

Market efficiency: improves by reducing information asymmetry & transaction costs

Key points



The world is getting better



But history has returned



New Zealand has opportunities



We need to create consistency & credibility



What role will standards & science play?



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